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Bymark
Advisory | Research | Technology Solutions



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Bymark Solutions Overview

Bymark is an **advisory, research, and technology** business that connects leaders across the private-markets ecosystem — from asset managers and investors to fund service providers, law firms, and fintech innovators.

We help clients **grow revenue, enhance valuation, and strengthen market positioning** through a unified model that combines **Advisory, Research through Experts, Technology, Media, and Forums**.

Our approach blends strategic insight with data-driven execution and product innovation, including the development of **AI-native and no-code applications** that improve productivity and commercial performance across fund, asset, and investor solutions.

Our Five Pillars

1. Advisory

Strategic and commercial advisory for fund service organisations and private equity firms invested in the sector. Bymark focuses on **accelerating growth and enhancing valuation** through revenue expansion across client segments, product and pricing optimisation, competitive benchmarking, and go-to-market execution.

2. Research through Experts

A confidential platform connecting industry professionals to subject-matter experts from across the Asset Management infrastructure stack, including operations, technology, marketing, legal, and compliance. Asset managers and investors access experts at no cost; participation is funded by the service providers who benefit from qualified engagement.

3. Technology

Bymark designs and develops applications using **no-code and AI-native technologies**, creating intelligent, scalable tools for both internal use and client solutions. Our focus is on building products that enhance collaboration, productivity, and data-driven decision-making across fund and investor ecosystems.

Recent example: **Collabra** — a Bymark-developed application that streamlines sales, marketing, and client-engagement workflows for fund managers and service providers.

4. Media & Podcasts

Bymark creates and hosts thought-leadership content — from interviews with CEOs and investors to sponsored features — positioning clients as credible voices in the market and amplifying their commercial story. Recordings are conducted remotely or in our London studio.

5. Forums

Invitation-only events at the Royal Automobile Club in London, bringing together senior decision-makers across asset management, private equity, and fund services. Guests and sponsors gain direct dialogue with investors, managers, and strategic partners.

Who We Work With

- **Asset Managers (GPs):** Access independent advice on fund-services selection, operational efficiency, and investor engagement; participate in podcasts and RAC forums as thought leaders.
 - **Private Equity Firms with Fund-Services Portfolio Companies:** Use Bymark's advisory and expert network to enhance the commercial and strategic performance of portfolio company and prepare for exit.
 - **Fund Service Providers & Law Firms:** Partner with Bymark for business development, visibility, and sponsorship through advisory projects, expert consultations, and media exposure.
 - **Investors (LPs):** Engage with GPs, attend Bymark forums, and gain insights from curated research, podcasts, and access to subject-matter experts.
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